

BOARD OF TRUSTEES SPECIAL MEETING
Academic Building AC 114/6:00 p.m.
May 15, 2017

MINUTES

Members Present

Val DeFever
Norman Chambers
Jana Shaver
Terry Clark
Mike Wood
Cynthia Sherwood

Others Present

Daniel Barwick, President
Wendy Isle, Chief Financial Officer
Tammie Geldenhuys, VP for Student Affairs, Athletics, and Admissions
Brad Henderson, Director of Marketing
Beverly Harris, Executive Assistant/Board Clerk
Taylor Crawshaw, Associate Dean of Academic Support Services
Ben Seel, Political Science Instructor
John Eubanks, Business/Accounting Instructor
Brittany Thornton, Director of Admission
Rebekah Peitz, Admissions Coordinator
Matt Carter, Music Instructor
Tony Turner, Asst. Athletic Director/Head Men's Basketball Coach
Jay Jones, Assistant Athletic Trainer

Guests

Alfred Crawshaw

I. ROUTINE

- A. Call to Order – Val DeFever called the special meeting to order at 6:01 p.m.
- B. Approval of Agenda – Terry Clark moved to approve the agenda as distributed. Norman Chambers seconded the motion and the motion carried 6-0.
- C. Welcome Guests – Val DeFever welcomed the guests and provided an overview of options for public comment on items pertaining to the agenda. Rebekah Peitz, Brittany Thornton, and Ben Seel submitted comment cards. Chair DeFever invited Rebekah Peitz to address the Board; Ms. Peitz shared that filming of “Last Chance U” on our campus would be a great opportunity to highlight the many great things we do and was excited to be a finalist. Brittany Thornton shared that she was available as a show of support and was willing to answer any questions. Ben Seel asked to postpone his comments until a Board motion was made.

II. INSTITUTIONAL OPERATIONS

- A. Last Chance U Opportunity – Dr. Barwick provided an overview of the process followed upon notification that Independence Community College (ICC) had been selected as a finalist for the Last Chance U filming opportunity. Friday evening, the e-mail notification

was forwarded to the Board of Trustees and Jeff Chubb, College legal counsel. An e-mail announcement of an All-Staff meeting Monday morning for campus-wide input was distributed on Saturday, and a reminder of the 10:00 a.m. meeting was sent Monday morning. Tammie Geldenhuys and Dr. Barwick discussed with Unified School District #446 Superintendent Rusty Arnold the possibility of being selected and the subsequent utilization of Shulthis Stadium for filming; Mr. Arnold thought it was a tremendous opportunity for the community. Bluffstone representative, Brian Gustafson, was consulted about potential filming in the dorms; Mr. Gustafson was whole-heartedly on-board with the idea. Dr. Barwick ended his overview by requesting the Board to consider the partnership proposal with Conde Nast Entertainment, LLC and empower him to commit the College contractually in the future provided no material changes to the document were presented. Jana Shaver questioned how the proposal tied to our Mission Statement and what the term “unintended consequences” involved? Norman Chambers expressed support of the project and felt that it was consistent with our Mission. Mr. Chambers added that no single thing the College does benefits the College equally or at the same time. Dr. Barwick continued by sharing that during his first year at Independence Community College he attended a Strategy Forum at which ICC participants identified “risk aversion” as the number one problem facing ICC.

Following further discussion, the following positive results were mentioned: small bump in enrollment; increased athletic recruiting; increased football recruiting; one year or longer time period to prep demographic as to what “Last Chance U” stands for; substantial economic impact for the community; impossible to buy this type of advertising; free promotional activity for Athletics; opportunity to highlight other great things we do; showcase multiple successes; athletes will be on best behavior due to being filmed; and, increased attendance at games with prospect of being on national T.V. in one’s Pirate gear.

Brad Henderson expressed major concerns and shared that he would not allow filming in his classes; however, he stated that the proposal could also have a positive impact on the College. Additional concerns voiced at the meeting included: the title “Last Chance U” does not reflect the high standard placed on academic quality; the name “Last Chance U” will stay with the College for perpetuity and require repetitive explanations; no guarantee that film crews will use local motels and restaurants; no immediate effect on academics; potential of showcasing students’ poor judgements; possible behavioral changes due to being filmed; increased athletic recruiting could negatively impact the high standard placed on academic quality; not a data-driven decision; and, no opportunity to edit final product or control what is televised.

Brittany Thornton shared that recruiting would see a positive boost from this great opportunity and offered several examples of how the exposure would prove beneficial for ICC. Norman Chambers added that the proposal augmented all factors of our Mission; some better than others.

The group viewed the short promotional trailer for the Netflix series.

- B. Approval of Partnership with Conde Nast Entertainment, LLC – Cynthia Sherwood moved to approve the partnership with Conde Nast Entertainment, LLC.

Ben Seel voiced concerns that: the decision was not data-driven; there was no guarantee that monies would be spent locally and result in a positive economic impact; ICC will always be known as “Last Chance U”; and, suggested postponement of any decision until more data was collected. Dr. Barwick respectfully disagreed with Mr. Seel’s statement that consideration of the proposal was not data-driven and with his suggestion for postponement for the collection of additional data. Dr. Barwick repeated his review of the process followed once notification was received: 1) the College staff spent two days on campus and in the community with Conde Nast Entertainment, LLC representatives, 2) legal counsel reviewed the proposed document, 3) consultation was made with Unified School District #446, 4) consultation was made with Bluffstone, 5) a lengthy open forum was held with all employees, 6) the existing series had been reviewed in its entirety by members of the leadership team, and 7) the Board of Trustees had been aware of and been kept abreast of the developing project since discussion first began. Dr. Barwick asked rhetorically, “short of knowing what the future held, what other information could be collected?” The Board agreed that no available data was lacking.

Norman Chambers seconded the motion and the motion carried 6-0.

Dr. Barwick informed the Trustees that he would let them know the process should Independence Community College be selected for filming Last Chance U.

III. ADJOURN – Norman Chambers moved that the meeting adjourn. Mike Wood seconded the motion and the motion carried 6-0. The meeting adjourned at 7:23 p.m.

Beverly Harris
Board Clerk

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